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Vomit Draft

Social Media’s Role in Politics

With the presidential election in full swing, politics are being talked about all over the country more than ever. Presidential candidates are making their way around the country trying to win the votes of America’s citizens in every state and doing so in anyway possible. Politics today are not discussed and viewed in the same ways as they were over the last few centuries and have taken a major turn in the last decade especially. New forms of publicity are being used to promote politics- especially todays presidential candidates- in ways that were never heard of even ten years ago. This form of publicity that is changing politics day by day is social media, and it is just beginning.

Some people view social media in politics as an issue that is very negative and others see it just the opposite. Whether you are for it or against it, it is safe to say that it is playing a huge role in how people see and hear about politics in their everyday life. People who would never look into politics or just don’t care about it are exposed to politics through social media whether they want to be or not. In today’s society it is nearly impossible to not hear about politics at some point nearly everyday, unless that is that you don’t use social media. With politicians being able to post personal messages on social media nearly all the time, people are witnessing a new form up publicity that has never been used before in politics.

Since the 1950’s media has played a vital role in politics in the way that people could view news from their homes and view it live in real time. By the 60’s television became the major source of public information about politics over the radio and even the newspaper. (2015) With the invention of the television nearly every important historical political moment has been captured and been able to be seen by nearly everyone in America. With politicians being able to make commercials and ads to promote themselves for government positions, it has changed the way people view particular candidates and entice votes from Americans. From the beginning of television news coverage of political campaigns has been questioned to as if it is biased for particular candidates. Different channels on television commonly promote different candidates in different perspectives depending on what they feel is correct. Over time many people have argued if this is fair or not and if it doesn’t play too large of a roll. Whether this is right or wrong, there will always be bias in politics and that is just a large part of what it is.

As large of an impact that television played on politics in the media, times are still changing and in the past few years media has once again changed how people see politics. With nearly everyone owning a smart phone or some sort of way to access the Internet, people are viewing politics either just online or through social media. With millions of people constantly on their phones looking through Facebook or Twitter, people are exposed to social media nearly all day long. Politicians are using these sources of social media to benefit themselves in ways that were never possible even a few years ago. Politicians are able to consistently post anything that they want to say on these forms of social media and people are seeing them nearly all the time. Nowadays with even younger children having IPhones and tablets they are being exposed to politics at a younger age, and in most cases this is a good thing being they are getting an earlier start.

Throughout America social media is becoming the major source political engagement for millions of people. Using social media gives people the chance to post their views and thoughts about politics in a way that they find easy to do. According to [www.pewinternet.org](http://www.pewinternet.org) it states that a recent study showed that of all of the social media users in America 66% of them have used social media for political activities. (2012) This is a very large number of American’s using social media to show their beliefs and feelings of politics. Many people who are using social media are very likely to post things that represent their particular party in a way to entice other people to favor their political views. It has been shown in studies that particular political parties are more likely to encourage their political views than others. According to [www.pewinternet.org](http://www.pewinternet.org) it states that, “Democrats who are social media users are more likely to have used social media to encourage voting – 42% have done that compared with 36% of Republican social-media users and 31% of independents.” (2012) Social media is promoting political views of many American’s who would never have had the chance to express their views before.

With the use of social media for political reasons more people are being exposed to politics and are becoming more active in the role. According to [www.journalistsresource.org](http://www.journalistsresource.org) it states, “Academic research has consistently found that people who consume more news media have a greater probability of being civically and politically engaged across a variety of measures.”(2015) Facebook and Twitter are giving more people say in important topics in politics that people can see all over the country. Also according to [www.journalistsresource.com](http://www.journalistsresource.com) it states that during Obama’s 2008 and 2012 campaigns he used social media to promote himself in the polls. (2015) Many other big names in politics have gotten ahold of this new trend of social media publicity, and have been using it to their advantage.

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